

U.S. EMBASSY ZAGREB - PUBLIC AFFAIRS OFFICE

Promoting American Arts Grants Program

The goal of the Embassy's Promoting American Arts Grants Program is both to share the richness and diversity of American values with Croatians and to support cultural dialog between the American and Croatian public. Grants may be awarded to individuals, groups and organizations for artistic and cultural performances, exhibitions, workshops, lectures, and readings that convey the richness and diversity of America.

The Embassy is looking for projects with outstanding artistic, cultural, and educational merits. In deciding which projects to support, the Embassy will consider many factors including, but not limited to:

- artistic merit of the project based on references, awards or other accolades;
- degree to which project is characteristic of distinctly American values;
- degree to which project introduces new aspects of American culture in Croatia;
- likelihood of attracting larger audiences or justification for projects involving smaller audiences;
- plans to conduct multiple events to maximize impact of visiting artists;
- reaching out to audiences of particular interest including youth, women, people with disabilities and opinion leaders;
- reaching out to under-served areas in Croatia that traditionally have less exposure to America;
- reputation and experience of Croatian partner organizations;
- cost sharing from grantee or other funders;
- plan to recognize support from the American Embassy in program materials and advertising;
- media plan to multiply the impact of visiting artists;
- demonstration of need for U.S. Embassy funding;
- significance of the project for Croatia.

Please note that it is very important to include an educational component in your program – please make sure your guest artists offer a lecture / workshop / masterclass in their respective field, so that Croatian audience can additionally benefit from their visit.

Typically, grants range from \$100 to \$5,000. Proposals must include the following:

1. [FORM SF-424](#)

2. **Narrative description that will include:**

- **Program Description:** what is the nature of the performance/event/project? The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. The more specific, detailed, and clear the program description, the better, but please do not exceed one page.
- **Project Justification:** this is a very important aspect of the proposal and applicants should pay particular attention to the factors above. Not every factor will be relevant in each proposal, but successful proposals will have included compelling responses to several factors. Please do not exceed one page.
- **Background information** on the applicant and/or the organization.
- Please list **other donors** and amounts for this project. Please include all previous grants from the U.S. Government.
- **Description of the audience:** who is your target audience? How many people will attend/view/hear the proposed performance/event/project?
- **Proposed dates and venues:** please include precise dates, times, and locations of performances or events planned.
- **Budget:** in order to be sure that the Embassy understands why there is a need for money, the applicant should prepare a detailed, line-by-line list of expenses that will be generated by this project and which expenses the applicant is requesting the Embassy to cover. Please provide a total budget of the project and include other donors.
- **CV, resume or personal history** of the people who will be engaged in the project and **for those U.S. citizens involved in the project.**

*Please note that Embassy grants **cannot** be used to fund religious organizations or partisan political activity; humanitarian or charitable activities; conferences and individual trips abroad; trade activities; fundraising campaigns; commercial projects; scientific research; projects aiming only at primary institutional development of the organization; or representational expenses (lunch, alcoholic beverages, etc.).*

Grant proposals should include all of the information requested in the application guidelines. Proposals must be in English, and budgets must be calculated in U.S. dollars. Supporting documents may be in Croatian.

Application information:

Application Deadline: January 19, 2014

Application Review: January 20-31, 2014

Notifications by: February 7, 2014

Funding is provided for projects starting after March 1, 2014 and no later than December 31, 2014.

IMPORTANT:

Proposals should be submitted electronically to the email address: zagrebculturegrants@state.gov. Do not send your applications by post. You should receive an automatic email reply when you send your application, confirming that your proposal was received. If you don't receive it, your email was not received and you should contact us by phone immediately.

For all questions, please contact Nikolina Paic at 01 661 2240.